



How Will Cook County's New Minimum Wage Law Impact Employers?
July 01, 2024

Rob Wilson, the President of Employco USA, joins Lisa Dent to talk about Chicago and Cook County's minimum wage increase that went into effect today and how that increase will impact employers. Rob also talks about the increased access to guaranteed paid leave for Chicago workers and who is eligible for the increase.

(WGN Radio interview with Rob Wilson, President)



New Illinois Laws Take Effect on July 1, 2024
July 01, 2024

A number of new laws are going into effect today that includes one involving minimum wage. In Cook County, those workers will see an increase. Joining us to explain this is employment trends expert and President of Employco USA Rob Wilson.

(Fox News TV interview with Rob Wilson, President)



Transforming Family Dynamics: Actionable Solutions for Multi-Generational Restaurants
June 2024 issue

Imagine a restaurant where the aroma of sizzling spices mingles with the laughter of a united family. Multi-generational family-owned eateries hold a special place in our hearts, blending tradition with the bonds of kinship. But beneath the surface, challenges demand concrete solutions with measurable impact.

Structured Communication Framework: Implement a monthly family council meeting where every member has a voice. Track the number of conflicts resolved and the percentage of decisions made collaboratively. Over time, a measurable increase in harmony and unity will be evident.

(Snippet from magazine article by Rick Fazio, Vice President of Sales)

CRAIN'S CHICAGO BUSINESS

DEI Consultants Confront How to Remain Relevant
March 18, 2024

Rob Wilson, president at Employco USA, a Westmont-based national employment solutions firm, says that over the past three to four months, companies they work with want to move from measuring diversity to instead "finding the best person for the job." He adds that moving away from "divisive language" will make all the difference.

"Diversity is not going away at all. Companies are still going to highlight the diversity of their employees within their organization," says Wilson. "You'll still see them talk about that in their hiring process, of having a diverse workforce. It's race, it's color, it's sex. It's not one thing. We're a diverse workforce and everybody's welcome."

(Snippet from article featuring Rob Wilson, President)



Retired Boomers Want to Go Back to Work, but Not Everyone Is Celebrating
March 03, 2024

“Retirement is becoming unrealistic for most Americans,” says Rob Wilson, President of Employco USA, a national employment solutions firm with locations across the country. “People used to have pensions and other retirement safety nets to fall back on, but now many of us do not. Between this and rising costs of healthcare, groceries, rent, and other necessities, people cannot afford to retire.”

Wilson says that this is why so many recently retired Boomers want to go back to work.

“They’re running low on money,” says the employment trends expert.

(Snippet from article featuring Rob Wilson, President)



Independent Contractor Rule Proposal Spurring Angst, Confusion
January 24, 2024

“An economic realities test puts a whole new host of requirements on American employers,” said Rob Wilson, President of Employco USA, a national employment solutions company. Wilson says that the term has a simple meaning: If a person is financially dependent on an employer for work, then they are an employee.

“Employers will have to look at their staff and ask questions like: ‘Can this person profit (or loss) based on their acumen and skill set?’ If they can’t, this points to the fact that they are an employee, not an independent contractor,” said Wilson. “Will they be able to apply what they do for your company to other ventures? That is a key question. Does their work for you allow them to expand their market reach and their ability to create other streams of revenue?”

(Snippet from article featuring Rob Wilson, President)



Starting Jan. 1, Illinois Employees Can Take Days off for Any Reason
December 27, 2023

“On Jan. 1, most employers in the state are going to be required to provide 40 hours of paid time off to their workers,” said Rob Wilson, President of Employco USA, an employment solutions firm based in Chicagoland. “Under the Act, employees can request their day(s) off with only seven days’ notice. If the absence is not foreseeable, they only need to request the day(s) off as soon as possible.”

Wilson says that employers cannot require or ask their staff to find someone to cover their shifts if they need to take time off. Additionally, he says, employers are prohibited from discriminating against employees who take their paid time off, such as by neglecting to put them on the schedule or giving them opportunities for advancement.

(Snippet from article featuring Rob Wilson, President)



The Power of Relationships in the Restaurant Industry
December 2023 issue

“In the restaurant industry, success isn’t just about the food but the relationships you cultivate with employees, customers, and vendors. These connections are often vital to your establishment’s prosperity.

Employees: The Heartbeat of Your Restaurant. Your staff is the lifeblood of your restaurant. Take Maria, a seasoned chef with years of service. Your investment in her professional growth fosters loyalty and innovation. Her proposal for a new pasta dish, born from her dedication, became a customer favorite, boosting revenue.

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



Total Capacity is a Game-Changer in the Restaurant Industry
October 2023 issue

"Where employee performance can significantly impact customer satisfaction and overall profit, the Total Capacity formula can optimize your restaurant's profit and performance. In the restaurant context, Total Capacity refers to an employee's maximum ability to deliver exceptional service by combining their core responsibilities with discretionary efforts. This formula can be expressed as follows: Minimum Requirement + Discretionary Effort = Employee's Total Capacity."

The Minimum Requirement includes fundamental tasks that employees must fulfill to ensure smooth restaurant operations, such as taking orders, serving food, and maintaining cleanliness."

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



Conservative Group Challenges Kellogg's Workplace Diversity Programs
August 21, 2023

"I think you're going to see more cases like this, where either someone like America First or employees who feel that they've been discriminated against," Rob Wilson, president and co-founder of human resources outsourcing company Employco USA, told FOX Business. "This case is going to be watched pretty closely by corporate America just to see what direction EEOC goes at this point."

Wilson explained that the parties are likely to go through a preliminary mediation process ahead of a potential hearing in the months ahead. He added that a resolution through mediation appears to be unlikely in this case and that he would "expect a hearing in the next six months."

If the case ultimately receives a hearing with the EEOC, it could end up in federal court if whichever party on the losing end of the EEOC's ruling chooses to appeal.

(Snippet from article featuring Rob Wilson, President)



What Should HR Know About Recent Child Labor Law Rollbacks?
August 07, 2023

One common justification for such laws is to ease what some have called a nationwide worker shortage, Rob Wilson, president at HR consulting firm Employco, said in an interview.

While state child labor rollbacks may revise regulations around work hours and age requirements that could make it easier to employ younger workers, the laws typically do not spell out specific additional training requirements for these workers, said Wilson.

(Snippet from article featuring Rob Wilson, President)



Unveiling the Power of Psychological Pricing Techniques in the Restaurant Industry
August 2023 issue

"In the competitive restaurant industry, pricing strategies are crucial in attracting customers and driving sales. Psychological pricing techniques can significantly impact consumer perception and decision-making, maximizing profitability. This article explores practices applicable to the restaurant industry that entice customers and boost sales.

Charm pricing, or "left-digit pricing," involves setting prices ending in "9" or "99" to create the perception of lower prices. Research shows that prices ending in "9" are more appealing, encouraging impulsive decisions. Bundle pricing combines multiple items or services into a discounted package, capitalizing on perceived value. Restaurants can offer meal combos or fixed-price menus to increase the average transaction value.

Decoy pricing introduces a higher-priced option to make other options seem more affordable. By positioning a premium item alongside other choices, restaurants can influence customers to opt for lower-priced items with higher profit margins."

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



America's Work Force Union Podcast: States See Increased Youth Accidents After Child Labor Rollbacks
July 26, 2023

An employment trends expert, Rob Wilson, joined the America's Work Force Union to discuss the growing trend of child labor law violations. Wilson also talked about the 10 states that rolled back child labor protections and issues minors face in the workplace.

(Audio podcast with Rob Wilson, President)



People on the Move
July/Aug/Sept 2023 issue

Rob Wilson, President of Employco USA was named to the National Small Business Association (NSBA) Leadership Council. The nation's oldest small business advocacy organization, the NSBA Leadership Council provides networking between small-business advocates to address issues facing the small business community. This includes tax reform, government regulations, and health care costs.

"I am proud to have Rob Wilson as part of our Leadership Council," said NSBA President and CEO Todd McCracken. "I look forward to our coordinated efforts for years to come."

"As a small business owner, I see daily the importance of being involved and active when it comes to laws and regulation," said Wilson on Employco's blog page. "Joining NSBA's Leadership Council will enable me to take our collective small-business message to the people that need to hear it most: Congress."

(Snippet from article featuring Rob Wilson, President)



Storytelling on Social Media: Engaging Customers, Boosting Revenue
July 2023 issue

"In the digital age, social media storytelling has become a powerful tool for restaurants to connect with customers and drive revenue. Here are actionable steps to effectively leverage social media platforms:

Define Your Brand Narrative: Craft a compelling brand story that reflects your restaurant's unique identity, values, and culinary offerings. Showcase the passion, creativity, and expertise that sets your establishment apart.

Engaging Visual Content: Take photos to capture mouthwatering dishes, vibrant ambiance, and behind-the-scenes moments. Share visually appealing content that evokes emotions and entices customers to visit."

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



Family Business Magazine: NextGens to Watch
June 30, 2023

We spotlight 22 next-generation members who are making stellar contributions to their family business, family enterprise or family governance system.

Griffen is the vice president at The Wilson Companies, which encompasses Employco USA Inc., Corporate Risk Management Inc. and Freemark HR LLC. Griffen spearheaded the creation of Employco's national broker program, an initiative that has propelled the firm into new industries such as the NFL, Nascar, wealth management and equestrian. He is a frequent speaker at industry conferences and has led webinars on topics such as employee engagement, the Payroll Protection Program and returning to in-person work environments post-COVID.

(Snippet from article featuring Griffen Wilson, Vice President)